CURRICULUM/COURSE DESCRIPTIONS

TERM 1 - GRAPHIC DESIGN

TYP101 Typography
(4.5 semester credit hours/100 clock hours)
Typography (TYP101) introduces students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and Digital Media design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

DES101 Design Basics
(4.5 semester credit hours/100 clock hours)
Design Basics (DES101) introduces the formal elements of line, shape, color, texture and composition as well as the graphic principles of balance, repetition, scale, and unity. Students learn the organization, combination, or manipulation of these elements essential in achieving good design. Further topics introduce conceptual thinking, thumbnail development, research, and critique.

DD01 Digital Production
(4.5 semester credit hours/100 clock hours)
Digital Production (DD01) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

TERM 2 - GRAPHIC DESIGN

P102 Raster Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

D102 Vector Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Vector Graphics (D102) is an introduction to vector graphics and illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial output. The course focuses on both technical as well as creative processes applied toward design applications.

DPD102 Digital Publishing
(4.5 semester credit hours/100 clock hours)
Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focus of the course include creative typography, graphic reproductions, and design and composition principles.

TERM 3 - GRAPHIC DESIGN

P103 Digital Imaging
(4.5 semester credit hours/100 clock hours)
Digital Imaging (P103) covers advanced digital imaging concepts, such as: file output and management, optimizing vector and raster images, resolving resolution issues, system configuration, calibration, troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including, masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design and workflow. Copyright laws are also discussed. The flexibility of print design suitable for online platform is also introduced.

WD103 Introduction to Web Design and Development
(4.5 semester credit hours/100 clock hours)
Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and resumes to the World Wide Web using FTP.

GD103 Graphic Design for Advertising and Social Media
(4.5 semester credit hours/100 clock hours)
Graphic Design for Advertising and Social Media (GD103) course builds a familiarity with advanced graphic design trends, advertising theory and the use of social media and their application to both print and online graphics. Using presentations to develop client communication skills and standards for professional practice. To add an in-depth understanding of Social Media and how to formulate its functions and analytics to further develop the marketability of the graphic design graduate.

PP100 Portfolio Project
(4.5 semester credit hours/100 clock hours)

TERM 4 - DIGITAL MEDIA DESIGN

IW104 Fundamentals of Web
(4.5 semester credit hours/100 clock hours)
Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

IV104 Introduction to Digital Video
(4.5 semester credit hours/100 clock hours)
Introduction to Digital Video Production (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, color correction, audio, and music). Professional film and video analysis, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced.

IA104 Introduction to 3D
(4.5 semester credit hours/100 clock hours)
Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, lighting, and rendering. Polygon Modeling, UV Texture Mapping, Arnold Rendering Engine, and Turntable Animation.

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CURRICULUM/COURSE DESCRIPTIONS

TERM 5 - SPECIALIZED WEB DESIGN

WS300 Scripting for the Web
(5.00 semester credit hours/100 clock hours)
Scripting for the Web (WS300) gives students experience with interactive web site creation. Students are taught web-programming concepts such as HTML, jQuery, AJAX, JavaScript, PHP and CSS. Media presentation, framesets, forms, CGI, FTP and other hosting concepts are also covered. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

WC300 Web Campaign Implementation
(5.00 semester credit hours/100 clock hours)
Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the “pre-design” stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile - as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WR300 Responsive Web Design
(5.00 semester credit hours/100 clock hours)
Responsive Web Design (WR300) students understand the principles behind delivering web-based content and interactivity to all devices. Relevant industry techniques will be practiced, with a focus on flexibility and looking to the future as the landscape of the web evolves. Topics covered include; Device-agnostic approaches to design and workflow, User Experience on mobile devices, Responsive design, User-Agent detection, Fluid grids and mobile frameworks. Using HTML, CSS, JavaScript and PHP, students will plan and build a device-agnostic web project.

TERM 6 - SPECIALIZED ADVANCED WEB DESIGN

WUD400 User Experience Design
(5.00 semester credit hours/100 clock hours)
User Experience Design (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.

WCM400 Content Management Systems for Designers
(5.00 semester credit hours/100 clock hours)
Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WIP400 Programming for Designers
(5.00 semester credit hours/100 clock hours)
Programming for Designers (WIP400) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

TERM 5 - SPECIALIZED 3D MODELING & DESIGN

3D310A Hard Surface Modeling - Prop Modeling
(5.00 semester credit hours/100 clock hours)
Hard Surface Modeling - Prop Modeling (3D310A) discusses, in detail, traditional subdivision modeling techniques in Autodesk Maya. Special emphasis is placed on clear topology and advanced UV layout techniques. Finished models will be custom textured using Photoshop.

3D320A Advanced Materials
(5.00 semester credit hours/100 clock hours)
Advanced Materials (3D320A) focuses on materials, textures, rendering and lighting. Physically based rendering (PBR) workflow is the core foundation of this course. Students will learn how to apply materials, normal maps and textures directly to their models as well as how to render directly inside the Unreal Game Engine.

3D330A Anatomy for Character Modelers
(5.00 semester credit hours/100 clock hours)
Anatomy for Character Modelers (3D330A) focuses around human anatomy. Students learn surface anatomy and bony landmarks to help create believable human forms. The goal of this class is to have a clear understanding of the underlying muscle anatomy that could translate to any type of organic creature. Base meshes are created in Autodesk Maya with Pixologic ZBrush used for the detailing.

TERM 6 - SPEC. ADV. 3D MODELING & DESIGN

3D410A Advanced Organic Modeling
(5.00 semester credit hours/100 clock hours)
Advanced Organic Modeling (3D410A) focuses on creating a high-resolution organic creature model from scratch. Students use Pixologic ZBrush to create the character. Next, students will learn how to apply their texturing skills to creating realistic organic tissue. Projects will be rendered in Autodesk Maya and Marmoset. Edge-flow, Displacement maps, Normal Maps and advanced ZBrush techniques are key concepts of this course.

3D420A Game Character
(5.00 semester credit hours/100 clock hours)
Game Character (3D420A) class instructs students on the entire character workflow from beginning to end. Students will create a single original character from the ground up and carry it through the entire pipeline, including modeling, high-poly sculpting, texturing and shading, and rigging for animation. Finally, students will learn how to package and export their finished character into a game engine.

3D430A Modeling Thesis
(5.00 semester credit hours/100 clock hours)
The Modeling Thesis (3D430A) class is the students’ will design and model an original 3D model based on their desired specialty within the industry. This may include characters or props for video games, characters or props for film production, product design, architectural visualization, 3D printed toy design, etc. Heavy emphasis will be placed on self-reliance and problem solving. Lectures will be custom tailored to the needs of each student.

PP200 Portfolio Project
(4.5 semester credit hours/100 clock hours)
TERM 5 - SPECIALIZED DIGITAL VIDEO PRODUCTION

DS300 Sound Design and Engineering
(5.00 semester credit hours/100 clock hours)
Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DW300 Scriptwriting
(5.00 semester credit hours/100 clock hours)
Script Writing (DW300) will introduce the elements of both short-form, television pilot, and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screenwriting style. The emphasis is on students’ original idea generation and writing.

DC300 Digital Compositing and Motion Graphics
(5.00 semester credit hours/100 clock hours)
Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and pre-producing VFX shots. The students will be introduced to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for Adobe After Effects to set up the best shot for effects, green screen, 3D layers, key-framing, creating alpha mattes, animating text and geo elements, motion tracking, syncing to audio and exporting movies for web or cinema.

TERM 6 - SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

DAP400A Digital Video Production
(5.00 semester credit hours/100 clock hours)
Digital Production (DAP400A) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DAP400B Advanced Digital Video Production
(5.00 semester credit hours/100 clock hours)
Advanced Digital Production (DAP400B) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high-quality short film. It is a goal of the course that this film be used as a central portfolio piece. Students will explore the following roles: director, editor, producer, cinematographer, writer, compositor, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

DAC400 Advanced Digital Compositing and Motion Graphics
(5.00 semester credit hours/100 clock hours)
Advanced Digital Compositing and Motion Graphics (DAC400) This class demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/rotoscoping, and rendering, using industry standard programs like Adobe After Effects. Students will leave with skills ranging from digital painting, clean plating, rotoscoping, multi channeling compositing from 3D programs, color correcting, 3D motion tracking to understanding concepts as alpha channels, plug-ins, modifying in the Graph Editor and expressions.

PP200 Portfolio Project
(4.5 semester credit hours/100 clock hours)
## ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

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**TOTAL AAS General Education Clock Hours/Semester Credit Hours**

| 270 | 18 |

* Specific content transfer required or complete this course in residence.

## BACHELOR OF SCIENCE SCIENCE GENERAL EDUCATION

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**TOTAL BS General Education Clock Hours/Semester Credit Hours**

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* Specific content transfer required or complete this course in residence.